Burson-Marsteller

Interoffice Correspondence London

Date: 14 June 1990

To: See Distribution
From: Paul Vosloo, B-M London
Subject: EPA RISK ASSESSMENT STUDY

We are expecting the imminent release of the EPA Risk Assessment Study on ETS from the United States. Some information has already been leaked and reported extensively by the media. We must now prepare for the full publication of the EPA Study and be ready to implement the following action plan for the EEC region when the story breaks.

1. PHILIP MORRIS STATEMENT

A draft statement on the EPA Study is currently being prepared. As soon as the story is picked up by the major international wire services, this statement will be distributed by local B-M offices to the scientific and health correspondents in the general media.

You must begin immediately to compile a target media list in readiness for the statement.

2. NATIONAL WIRE SERVICES

All B-M offices must begin immediately to organise press briefings between Dr Helmut Gaisch and the scientific/health editors of the major national wire services.

Helmut Gaisch returns to Neuchatel on Monday 25 June. Media briefings should already have been set up by this time.

As you can see, there is not much time. You must begin to implement this action plan immediately. As I will be out of the office for the next three weeks, can you contact Caroline Longford by Monday 18 June at the latest with you initial plans. Please be prepared to hold a media briefing in your market with Helmut Gaisch week commencing 25 June.

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